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PHILIP MORRIS U.S.A. INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

September 2, 1993

To: Erna Marini

From: Rodney Robinson

RE: Response Projections for Merit Jan Retail Ashtray

The following requests your help in projecting an accurate response rate for an ashtray bouceback offer deliver via retail.

Background
In January. Merit will field a Retail promotion targeted to the brands 47 key markets. The promotion will tie into our advertising campaign "Yes You Can." The theme is the "Switch Down Kit", which will provide consumers the opportunity to purchase two packs (or a carton) of Merit and receive a lighter and an offer for a bounceback of an ashtray.

Specifically, the two pack deal comes with a Scripto lighter, and the carton deal has a Zippo-style brass lighter. Both offers can bounce back to a nice, expensive-looking crystal ashtray (probably 20 pack UPCs).

Redemption
In order to make an accurate ashtray order, can we work with MSA to look at solid redemption rate to such a retail offer? For now, we've been working against a 5% response rate.

We should have at least a picture of the ashtray this week for you to peruse. Please let me know when we can expect the results.

If you have any questions, please do not hesitate to give me a call.

Rodney
x3261

cc:
Elisa Moore
Ken Bunte
Gail Tinsley
Norma Suter

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Source: https://www.industrydocuments.ucsf.edu/docs/sygj0004